



CAPTURING LIGHTNING IN A BOTTLE: HOW TO TARGET ELECTRIFICATION CUSTOMERS

Peter Troast, Founder & CEO

Energy Circle Webinar Series

April 6, 2022

See You in Nashville?



4-1-2022

YouTube

energycircle



TROLL TRANSLATOR 2.0
Review Sentiment Interpretation

AN ENERGY CIRCLE PRODUCT

0:50 / 2:13

CC Settings Full Screen

Recent & Upcoming Webinars

~~March 16 — Why Do Some Blogs Catch Fire? Common Threads of Popular, Readable Content~~

~~March 30 — The Recruiting Challenge: Why Your Brand Matters~~

April 6 — Capturing Lightning in a Bottle: How to Target Electrification Customers

April 20 — Local Service Ads: Overhyped or a “Google Guaranteed” Success? With Special Guest Paid Search Manager Cassandra Hutcheson

May 4 — Preparing for a Summer Like No Other



Greetings from the All Electric EC Office!



What We'll Discuss

- 1 CURRENT STATE OF THE ELECTRIFICATION MARKET**
- 2 IDENTIFYING AND TARGETING ELECTRIFICATION BUYERS**
- 3 WHERE ELECTRIFICATION MARKETING IS WORKING NOW**

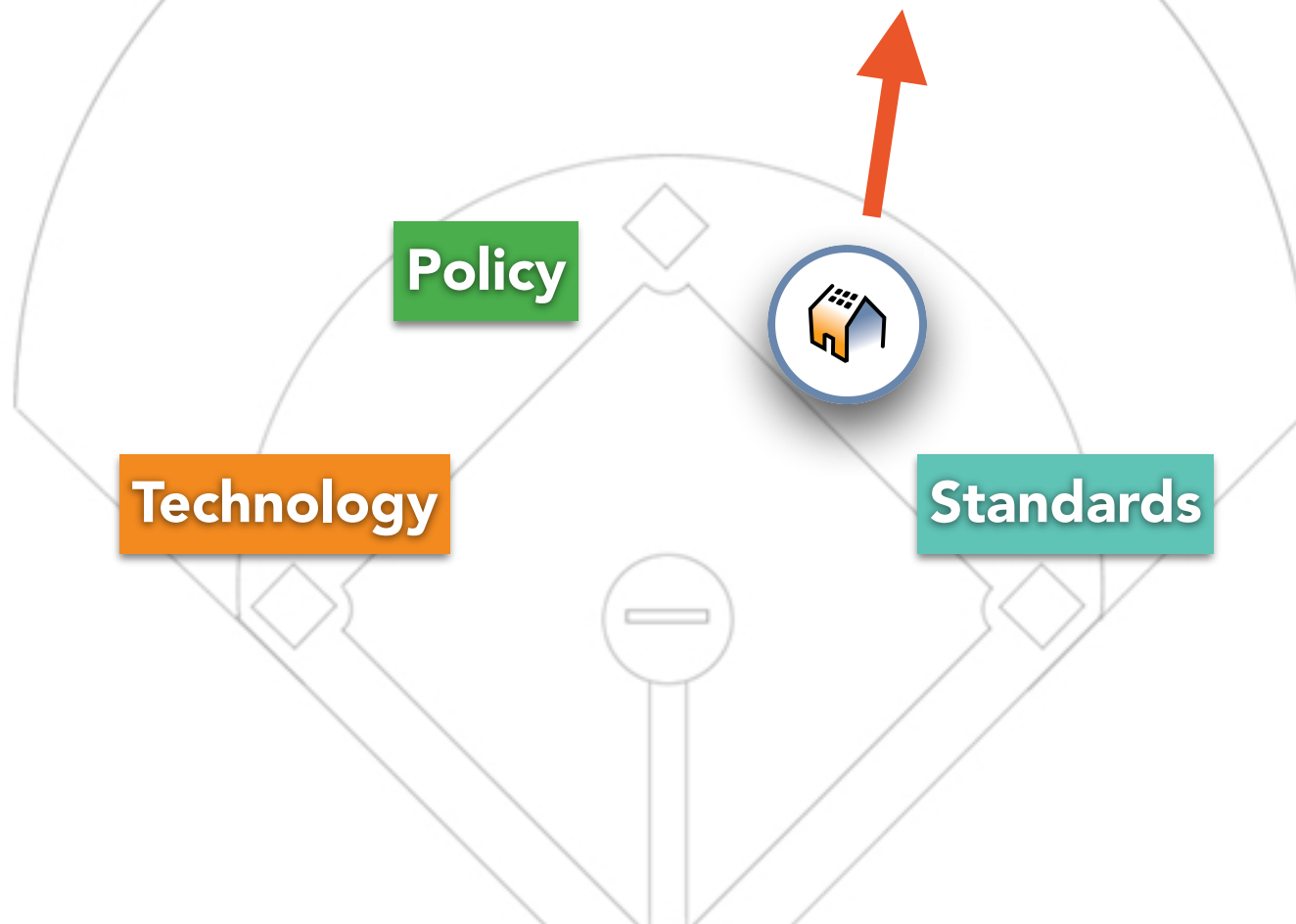
Who's Buying Electrification Retrofits Based on Personal Values?



Playing Our Position

Energy Circle's Role:

- how electrification translates to contracting work?
- where and from whom is the emerging demand?
- how can contractors/installers take advantage?



Retrofitting to Electric = Good Jobs/Results

- **Gas/Oil Heating —> Heat Pumps**
- **Gas/Oil Water —> Heat Pump Water Heaters**
- **Solar**
- **EV Car Charging**
- **Storage**
- **Appliances**





CURRENT STATE OF THE HOME ELECTRIFICATION MOVEMENT

The key to tackling climate change: electrify everything

By David Roberts | @drvox | david@vox.com | Updated Oct 27, 2017, 8:48am EDT



SHARE



(Shutterstock)

Tackling climate change is a complicated undertaking, to say the least. But here's a good rule of thumb for how to get started:

Electrify everything.

Powered by TripleLift



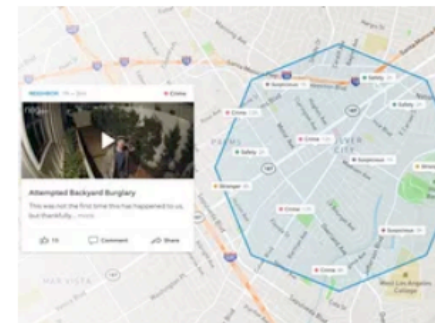
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The rise of fear-based social media like Nextdoor, Citizen, and now Amazon's Neighbors

Opinion

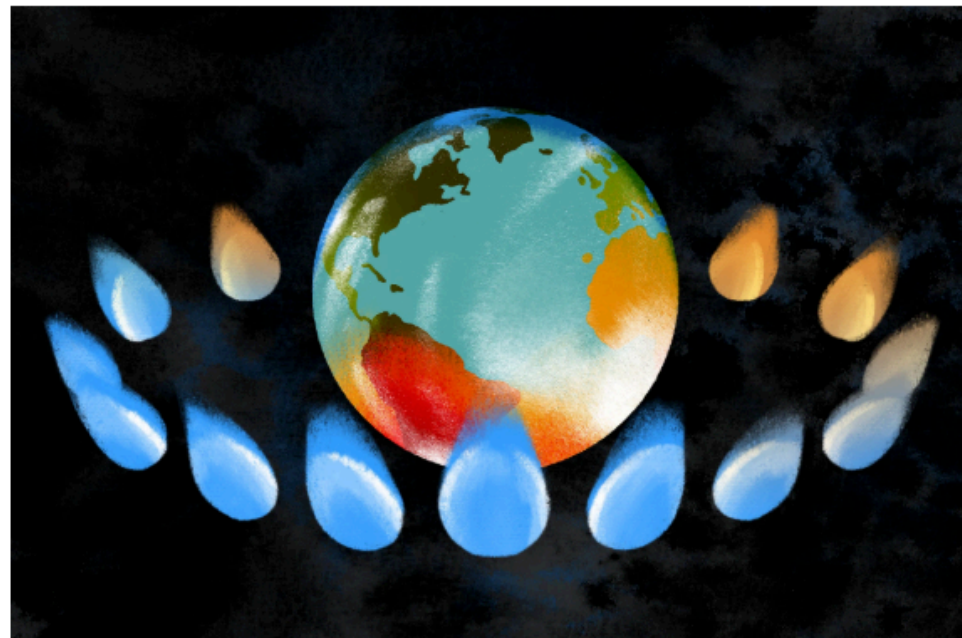
Your Gas Stove Is Bad for You and the Planet

To help solve the climate crisis, we need to electrify everything.

By **Justin Gillis** and **Bruce Nilles**

Mr. Gillis is a former New York Times environmental reporter and a contributing opinion writer.
Mr. Nilles is a managing director at Rocky Mountain Institute.

May 1, 2019



Angie Wang

OAKLAND, Calif. — We have some good news that sounds like bad news: Your gas stove has to go.

A low-angle, upward-looking photograph of a complex steel lattice tower, likely a transmission tower. The tower's structure is composed of numerous dark, intersecting beams that create a dense web of geometric patterns. The background is a clear, pale blue sky. The perspective makes the tower appear to converge towards the top of the frame, emphasizing its height and structural complexity.

Action Plan to Accelerate Strategic Electrification in the Northeast



Strategy #4: Support Market Development for Key Electrification Pathways

State and local government should more aggressively develop and expand key strategic electrification markets in conjunction with state utility regulators, environmental quality regulators, key market actors, and other states across the region. Accelerated market adoption will only be achieved if key market barriers are adequately addressed through policy, program, and collaboration. Efforts that align strategies across state lines leverage greater market relevancy.

Three technologies will likely form the backbone of most program and policy efforts to transform markets in the region. These technologies are:

1. Electric vehicles (EVs);
2. Advanced heat pumps including cold climate air-source heat pumps (ccASHP), variable refrigerant flow heat pumps (VRF), and ground source heat pumps (GSHP);
3. Heat pump water heaters (HPWH).

These technologies require focused efforts now to either "jump start" or rapidly expand the market beyond the earliest adopters.

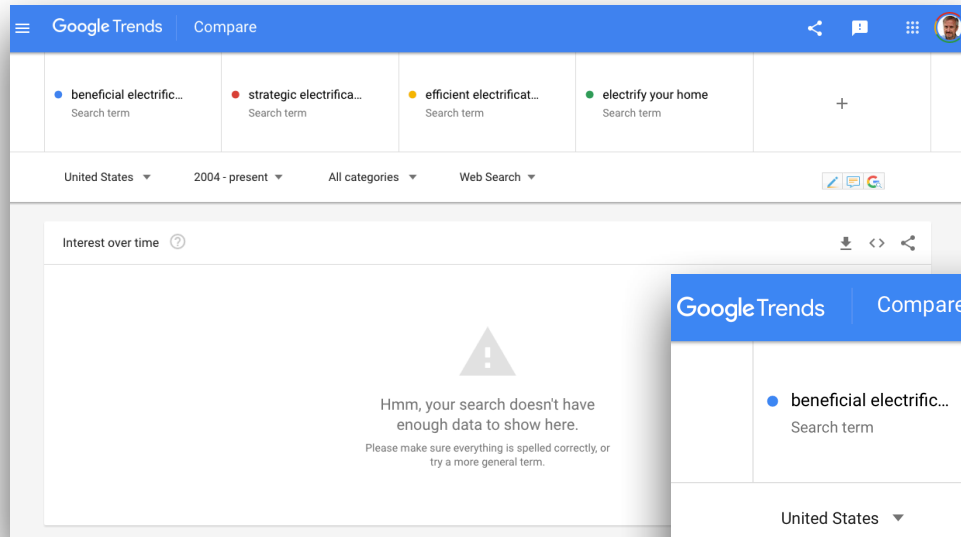
Wonk Talk

- **Beneficial Electrification**
- **Strategic Electrification**
- **Efficient Electrification**
- **De-Carbonization**
- **Home Electrification**
- **Electrify Everything**

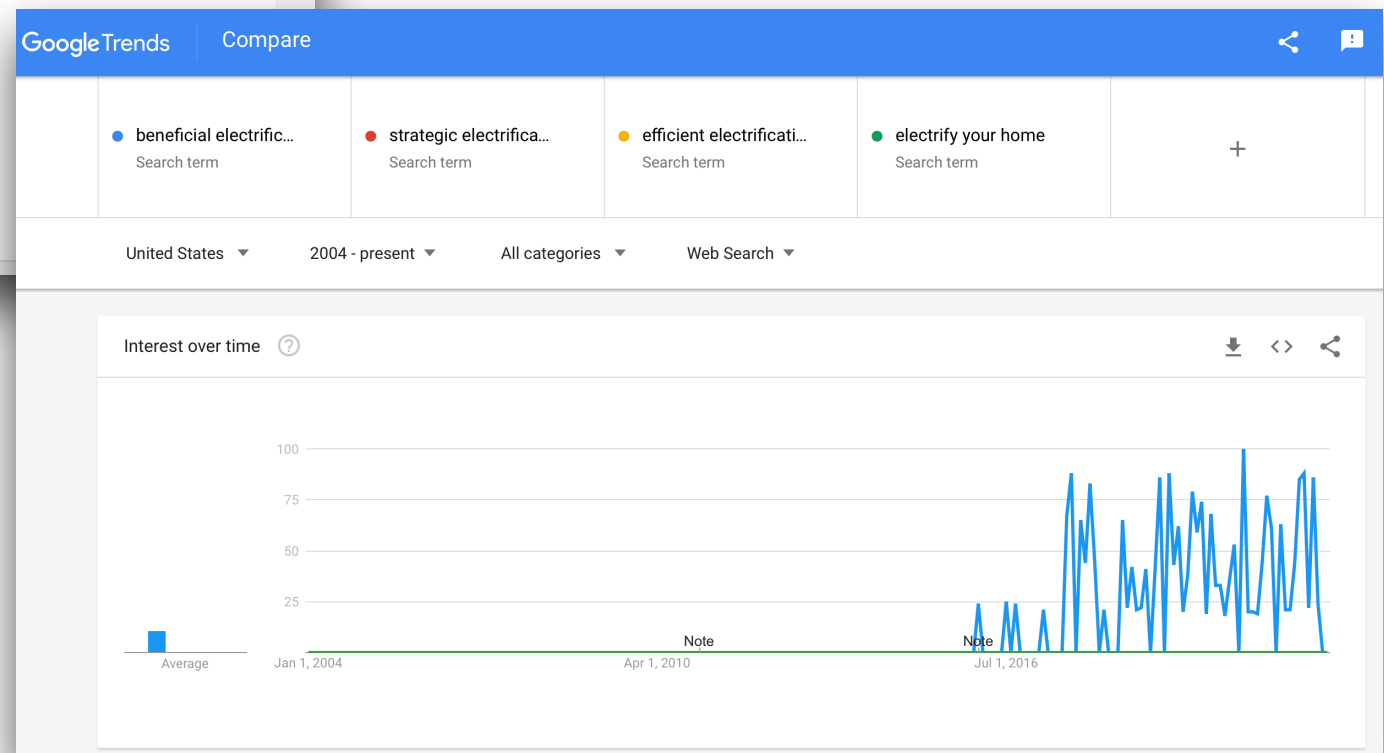


Even Google Says...Hmm

2019



2022



● electrification
Search term

● gas to electric
Search term

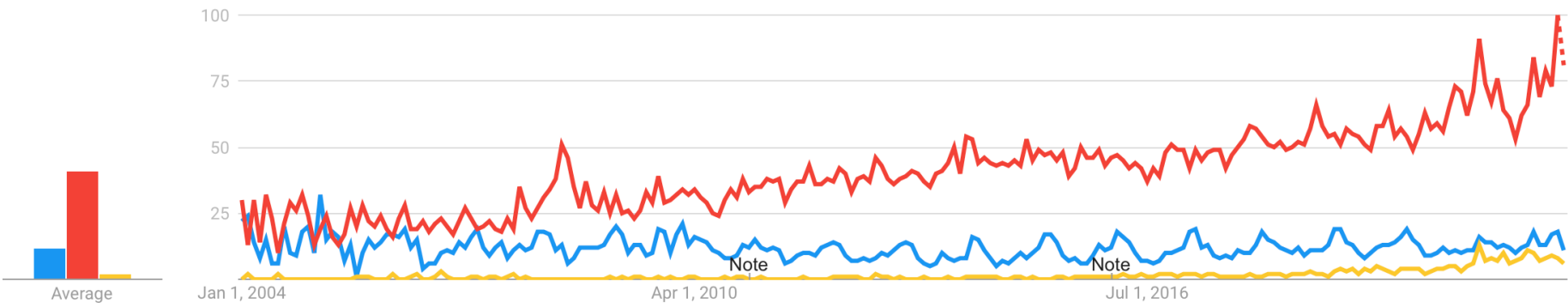
● decarbonization
Search term

+ Add comparison

United States ▾ 2004 - present ▾ All categories ▾ Web Search ▾

Interest over time ?

Download, Zoom, and Share icons





● home electrification
Search term

● heat pumps
Search term

+ Add comparison

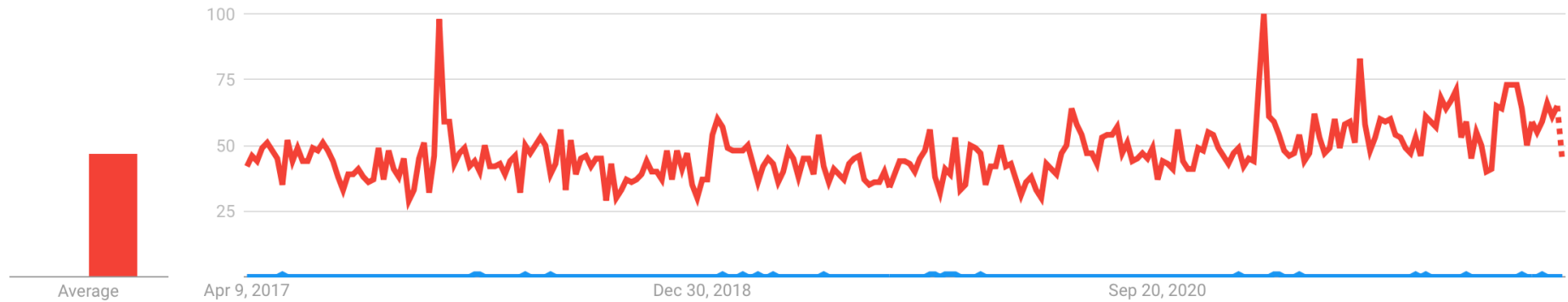
United States ▼

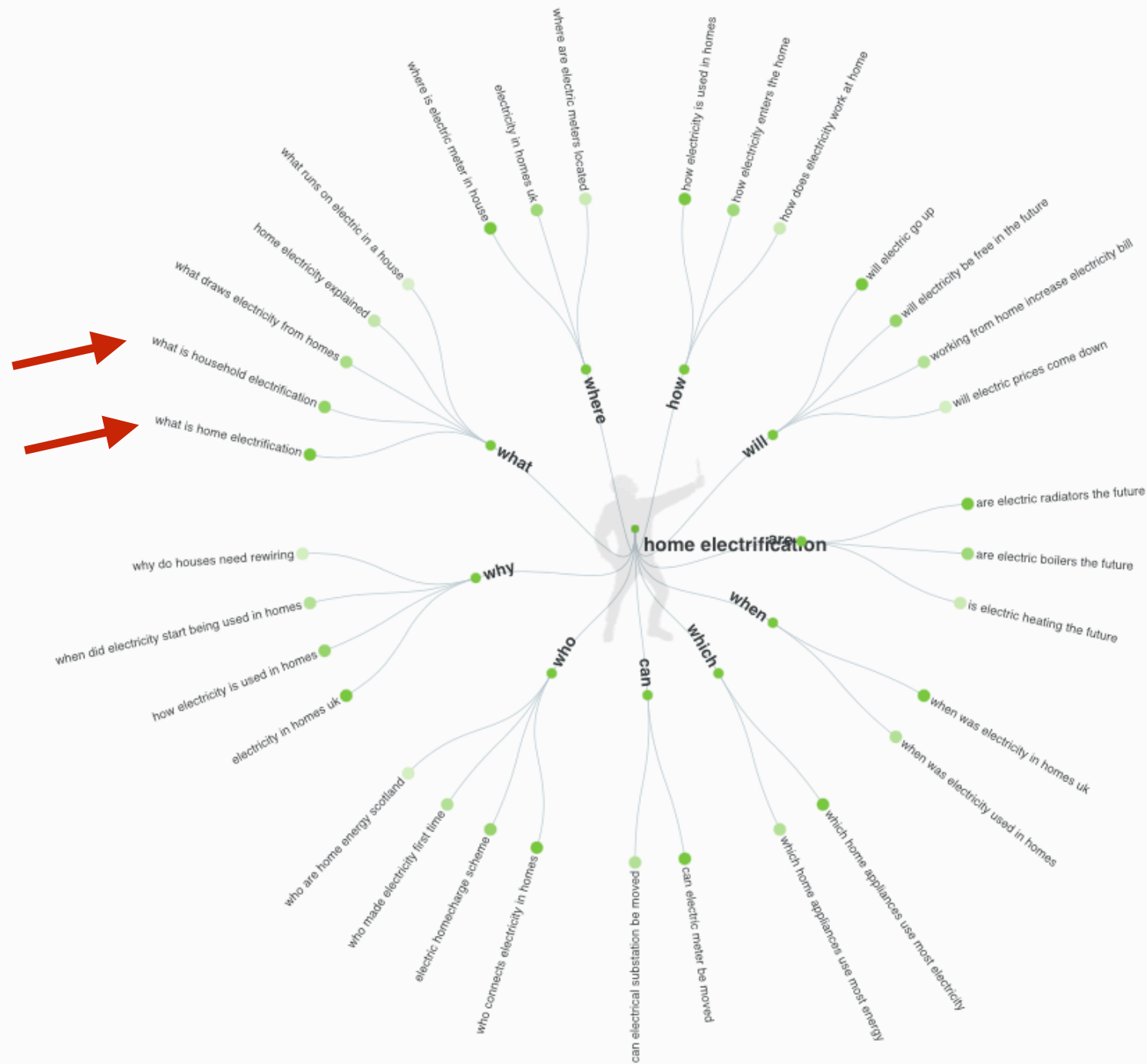
Past 5 years ▼

All categories ▼

Web Search ▼

Interest over time 










Answer the Public

Keyword Variations






35 Total volume: **130**

Keywords	Volume	KD %
electrified house	50	51 
how to electrify a house	50	31 
when were houses electrified	20	n/a 
is the white house fence electrified	10	n/a 
2 crore houses electrified	0	n/a 

[View all 35 keywords](#)

Questions






11 Total volume: **80**

Keywords	Volume	KD %
how to electrify a house	50	31 
when were houses electrified	20	n/a 
is the white house fence electrified	10	n/a 
can you electrify all houses at once tropico 5	0	n/a 
how to check electrify usage for a house	0	n/a 

[View all 11 keywords](#)

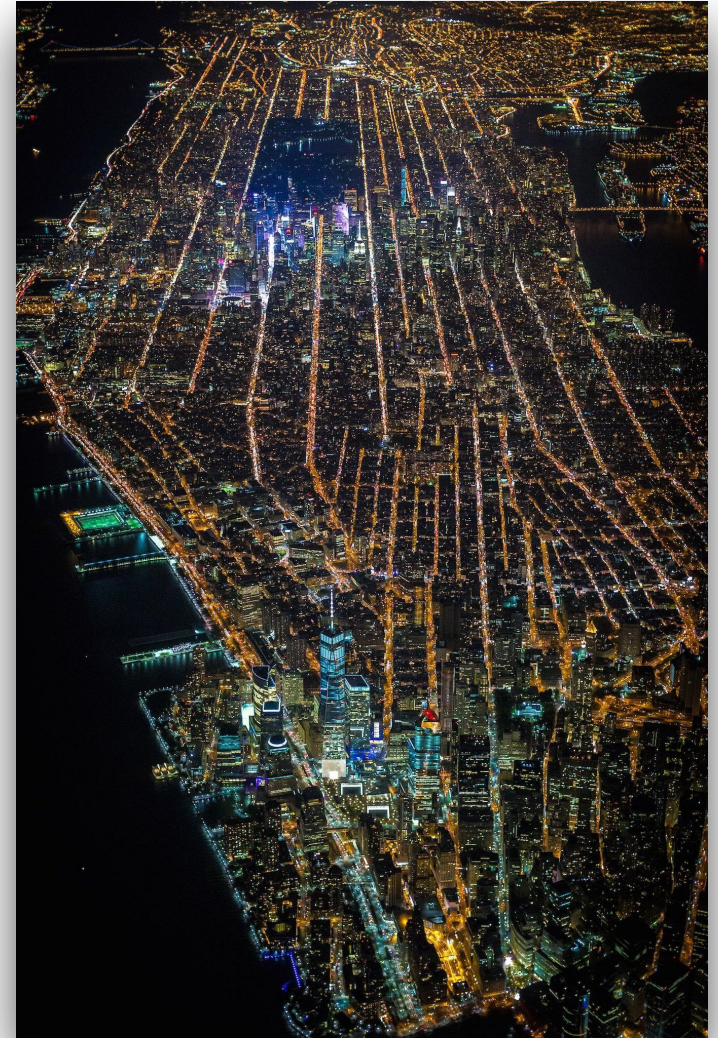
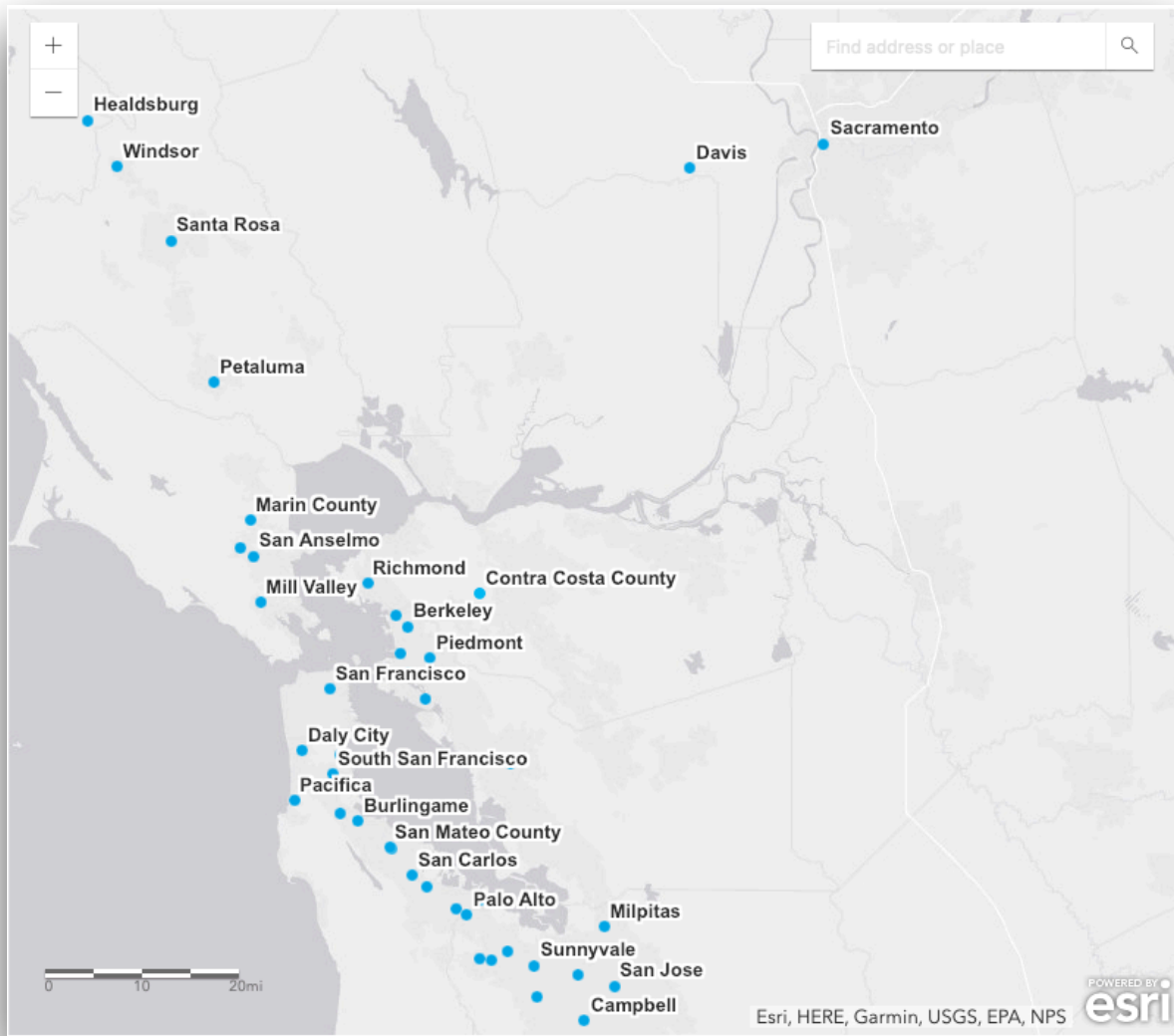
Related Keywords

113 Total volume: **29.7K**

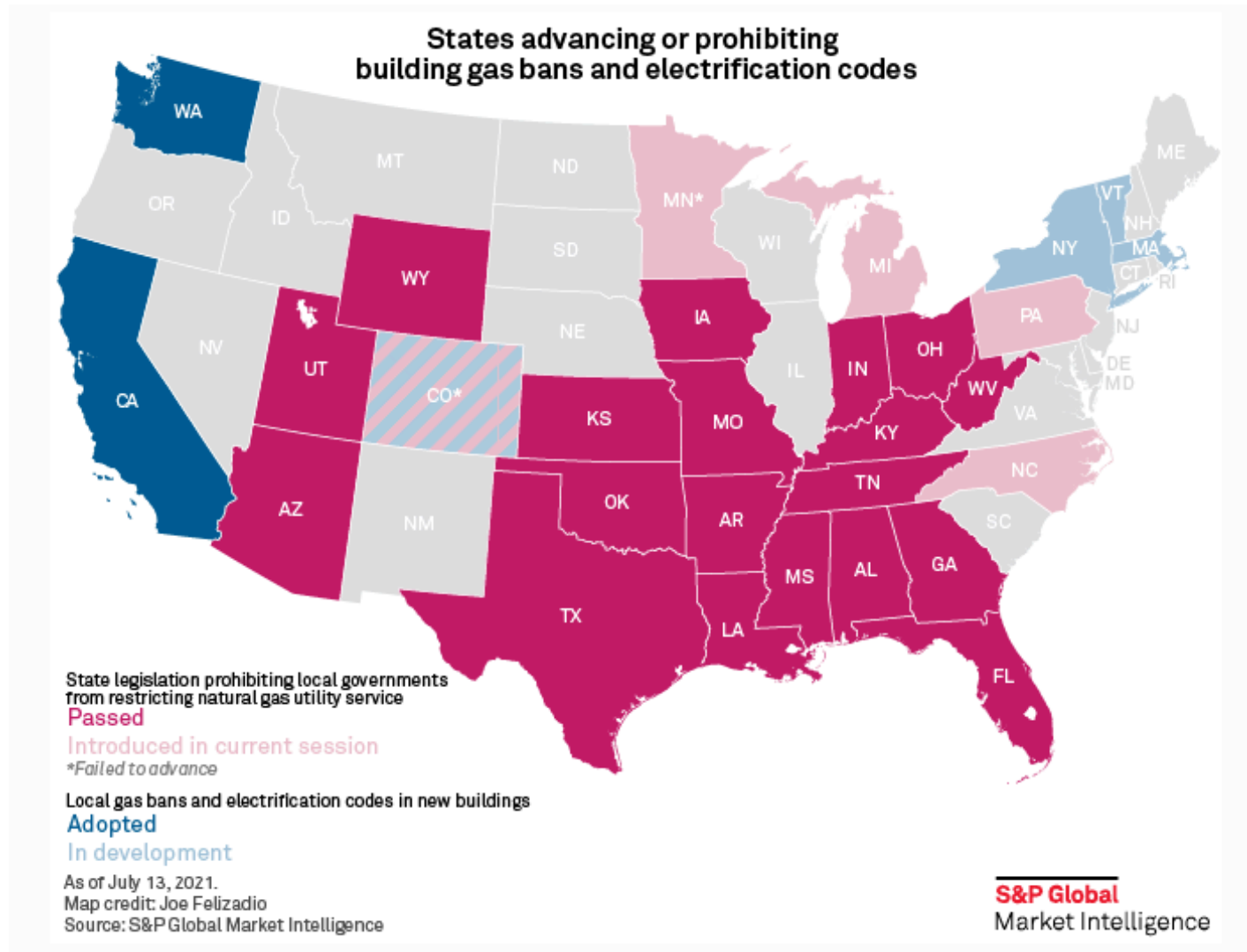
Keywords	Volume	KD %
home electrification	70	37 
how to electrify a house	50	31 
electrify my home	70	43 
electrify home	210	39 
electrify now	50	35 

[View all 113 keywords](#)

Some Cities are Banning New Gas Hookups



Gas Bans, Bans on Gas Bans, Electrification





IDENTIFYING AND TARGETING ELECTRIFICATION BUYERS

Bottom Line: A Unique Type of Homeowner



The Best Target Audiences

Homeowners with Solar

—Electric on their roof & minds

Homeowners Getting Solar (Bundled)

Electric Car Owners/Buyers

Climate Change Motivated

—Easily targeted

—Left leaning, highly educated (aka college towns)

Younger, New Homeowners



Super Simplified

Very Green
Highly Educated



Facebook Interest Targeting

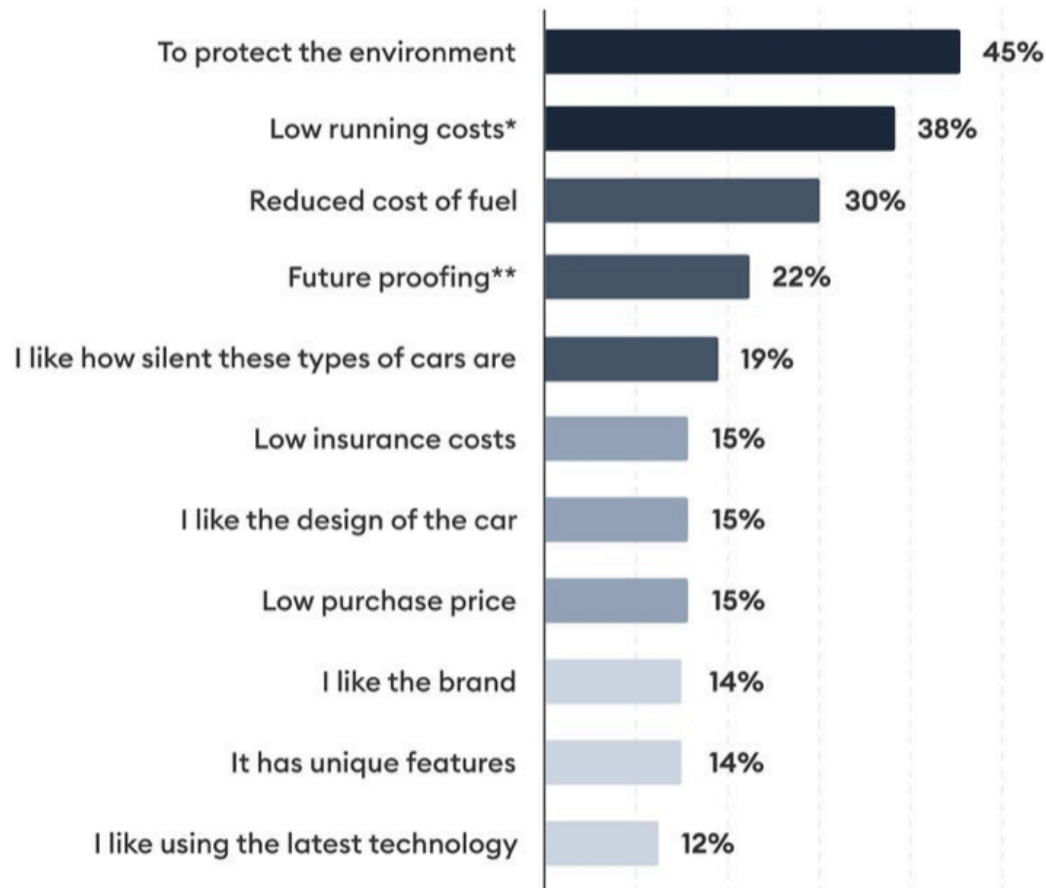
People who match:

Interests: Tesla Powerwall, Efficient energy use, Mitsubishi Electric, Sustainable transport, Alternative energy, Electric car, Electric vehicle, Zero-energy building, Sustainable architecture, Green home, HGTV, Home improvement, Renewable energy, Tesla Motors, Solar panel, Green building, Sustainable energy, Solar energy or Heat pump



Electric Car/Environment Connection Strong

“Which, if any, of the following reasons describe why you would consider purchasing a new or used electric vehicle?”



YouGov for Forbes
33,113 licensed drivers
September 2021





WHERE ELECTRIFICATION MARKETING IS WORKING NOW

Where We're Seeing Traction Today

Locations with Aggressive Electrification Incentives

—Sacramento Municipal (SMUD)

Aggressive Heat Pump & HPWH Locations/ Programs

—New England states

—Northwest

—Oil & Propane locations

Gas Disasters

—Lawrence/Andover, MA

Very Select Climate Change-oriented Locations



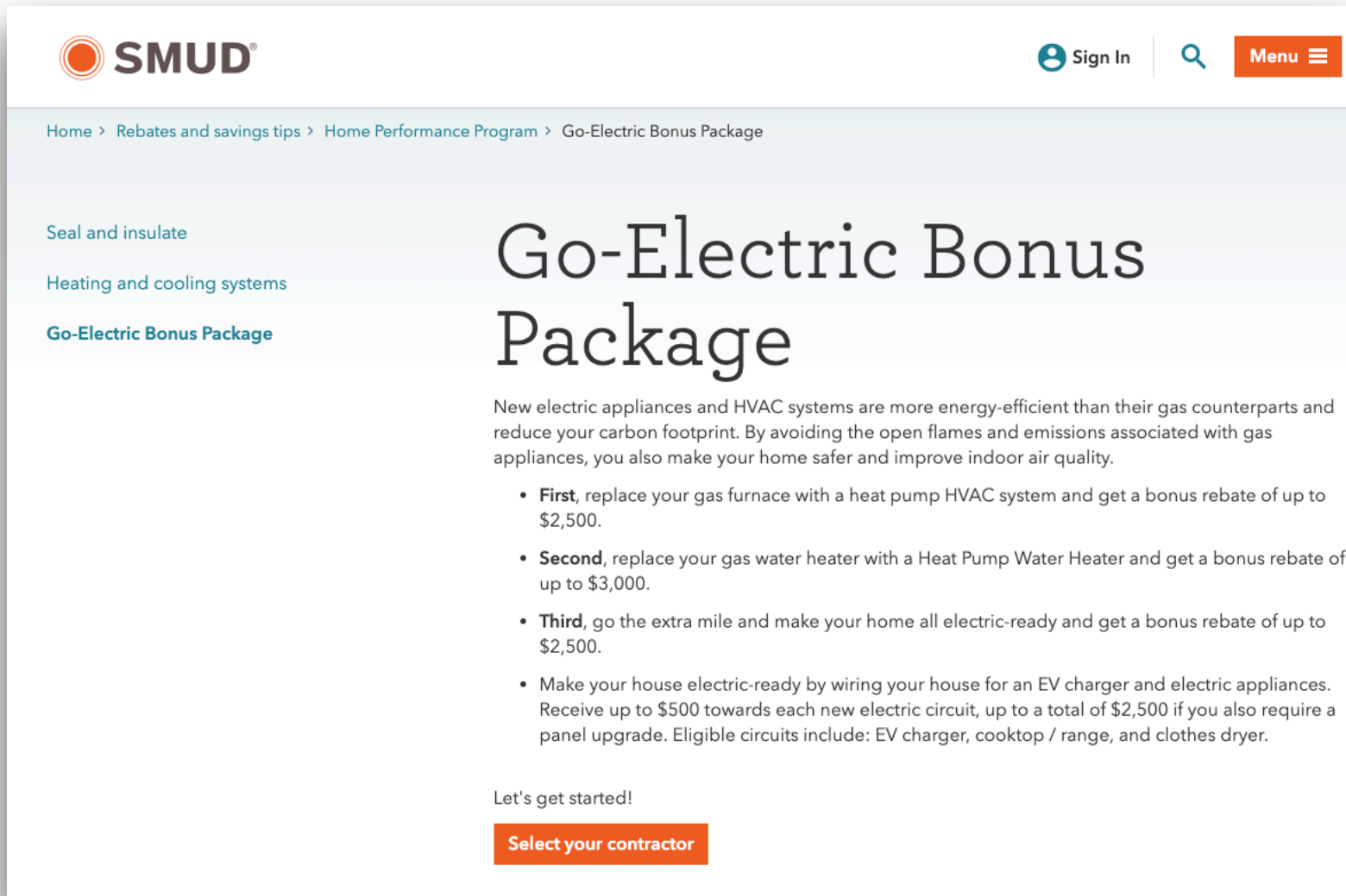
Where's the Demand Volume?

Right Now:

HEAT PUMPS



Utilities/States with Strong Programs



The screenshot shows the SMUD website's 'Go-Electric Bonus Package' page. The header includes the SMUD logo, a 'Sign In' button, a search icon, and a 'Menu' button. The breadcrumb trail reads: Home > Rebates and savings tips > Home Performance Program > Go-Electric Bonus Package. On the left sidebar, there are links for 'Seal and insulate', 'Heating and cooling systems', and 'Go-Electric Bonus Package' (which is highlighted). The main content area features the title 'Go-Electric Bonus Package' in a large font. Below the title, a paragraph explains that new electric appliances and HVAC systems are more energy-efficient than gas counterparts and reduce carbon footprint. A bulleted list outlines four steps to qualify for a bonus rebate: 1. Replace gas furnace with a heat pump HVAC system for up to \$2,500. 2. Replace gas water heater with a Heat Pump Water Heater for up to \$3,000. 3. Make the home all electric-ready for up to \$2,500. 4. Wire the house for an EV charger and electric appliances, receiving up to \$500 per circuit (total \$2,500) for a panel upgrade, with eligible circuits including EV charger, cooktop/range, and clothes dryer. At the bottom, there is a 'Let's get started!' link and a prominent orange button labeled 'Select your contractor'.

SMUD

Sign In

Menu

Home > Rebates and savings tips > Home Performance Program > Go-Electric Bonus Package

Seal and insulate

Heating and cooling systems

Go-Electric Bonus Package

Go-Electric Bonus Package

New electric appliances and HVAC systems are more energy-efficient than their gas counterparts and reduce your carbon footprint. By avoiding the open flames and emissions associated with gas appliances, you also make your home safer and improve indoor air quality.


- **First**, replace your gas furnace with a heat pump HVAC system and get a bonus rebate of up to \$2,500.
- **Second**, replace your gas water heater with a Heat Pump Water Heater and get a bonus rebate of up to \$3,000.
- **Third**, go the extra mile and make your home all electric-ready and get a bonus rebate of up to \$2,500.
- Make your house electric-ready by wiring your house for an EV charger and electric appliances. Receive up to \$500 towards each new electric circuit, up to a total of \$2,500 if you also require a panel upgrade. Eligible circuits include: EV charger, cooktop / range, and clothes dryer.

Let's get started!

Select your contractor



Strong Market + Bold Branding = Success




ELECTRIFY
MY HOME

We Design and Install Heat Pumps The Right Way

[Financing](#) | [FAQs](#) | [Contact Us](#) | [No-Visit Energy Assessment](#) **844.637.3733**

[HOME ELECTRIFICATION SERVICES](#) | [BENEFITS OF ELECTRIFICATION](#) | [INSULATION SERVICES](#) | [OUR UNIQUE PROCESS](#) | [THE STORY OF OUR COMPANY](#)



E·LEC·TRI·FI·CA·TION

/əˌlektɹəfəˈkāSH(ə)n/ Electrification is the process of transitioning a home to using all electric appliances and doing away with fossil-fuel based energy.

[LEARN MORE](#)


GET STARTED ON THE PATH TO ELECTRIFICATION
With an expert by your side!

Name *

Phone *

Email *

☐ I'm not a robot



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[LET'S BEGIN](#)

OR CALL US AT **844-637-3733** TODAY

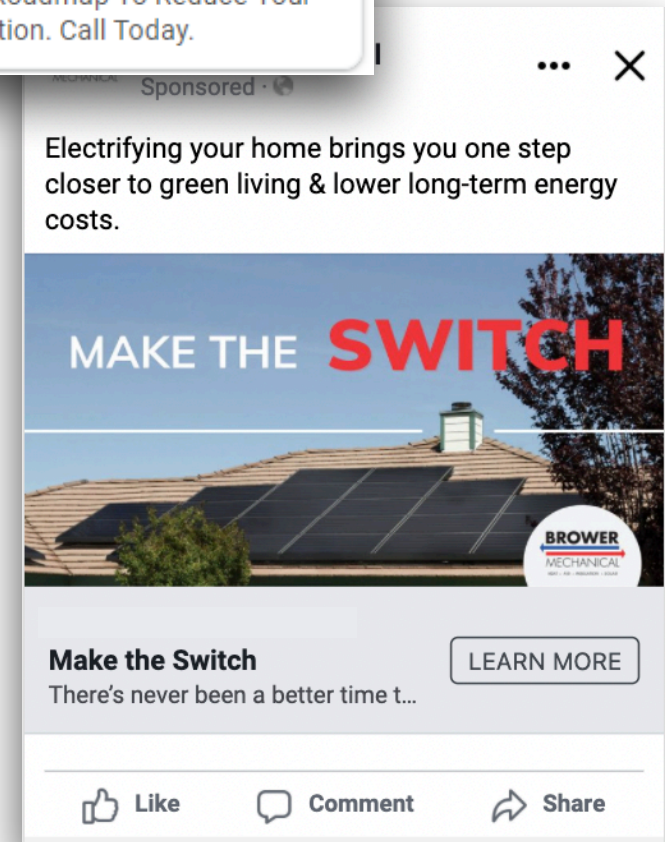
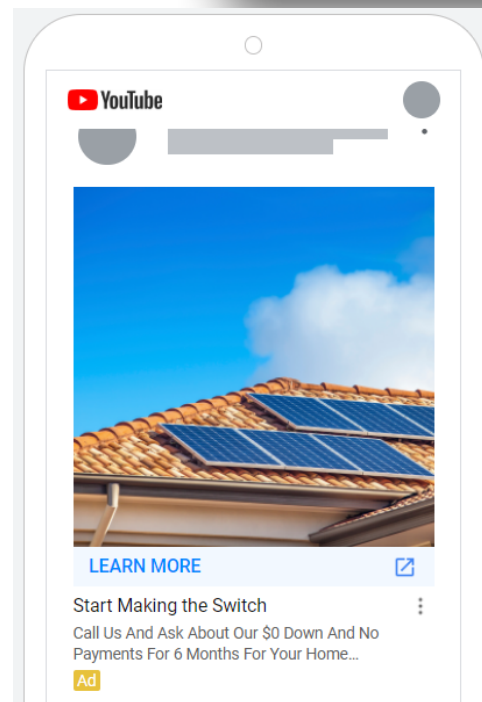
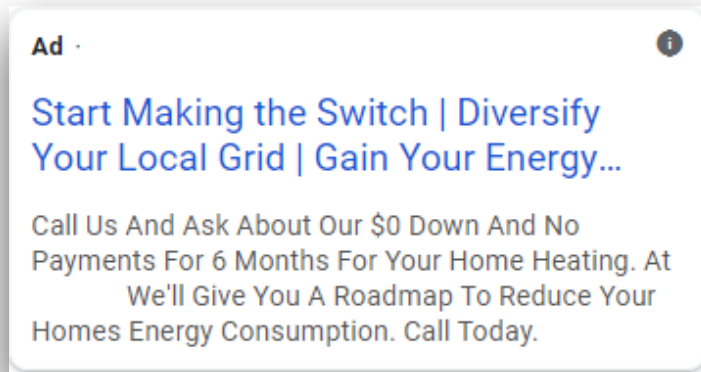
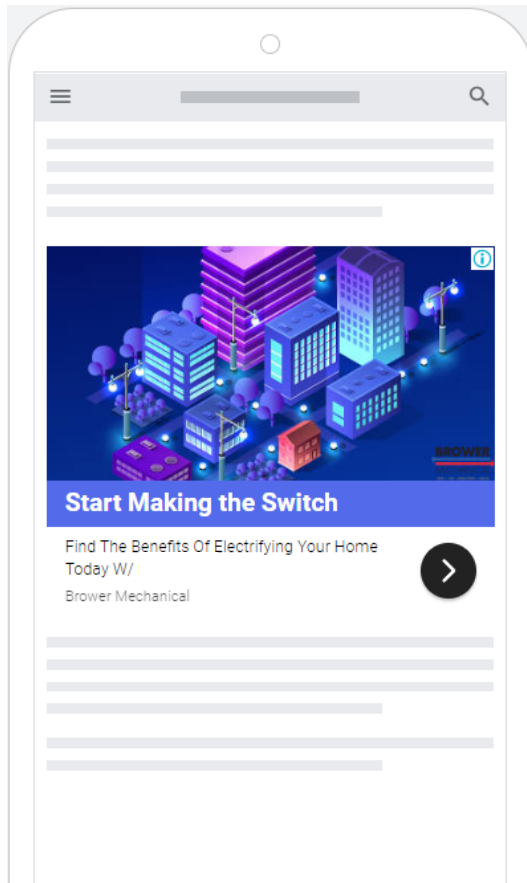


Multivariate Testing Results

Asset	Asset type	Status	Performance ↓
Start Making the Switch	Headline	Approved	<u>Best</u>
Curious About Home Electrification? We Can Help At Any Budget. Start Making The Change Now	Long headline	Approved	<u>Best</u>
Ready To Explore Going Green At Home And Benefit From The Ensuing Energy Savings?	Long headline	Approved	<u>Best</u>
Call Us And Ask About Our \$0 Down And No Payments For 6 Months For Your Home Heating.	Description	Approved	<u>Best</u>
Diversify Your Local Grid	Headline	Approved	<u>Best</u>
There's Never Been A Better Time To Electrify Your Home. Call The Pros At Today.	Long headline	Approved	<u>Good</u>
Electrifying Your Home Is One Step Closer To Green Living & Lower Long-Term Energy Costs.	Long headline	Approved	<u>Good</u>
Reduce Your Energy Costs	Headline	Approved	<u>Low</u>
Find The Benefits Of Electrifying Your Home Today W/	Description	Approved	<u>Low</u>
At We'll Give You A Roadmap To Reduce Your Homes Energy Consumption. Call Today.	Description	Approved	<u>Low</u>
Solar Panels, Solar Batteries, Whole Home Generators & Mini Splits- It All. Does	Description	Approved	<u>Low</u>



Fully Integrated Campaign That's Working





THANK YOU!
QUESTIONS?

peter@energycircle.com